



# Tom Peterson

CMO

## About Tom

A growth-focused Marketing Leader, Tom develops and executes omnichannel strategies to support sales, brand awareness, and full customer lifecycle growth. A Strategist with 25 years of proven success, he translates go-to-market strategies to create high-converting campaigns aligned with business objectives to deliver engagement, leads, pipeline, and revenue. Highly adaptable to new industries and extensive experience in multi-unit franchising. Tom employs big data and advanced marketing analytics and insights to identify unmet customer needs and optimize marketing strategies. Owning campaign execution, he delivers closed-loop measurement focused on driving customer acquisition and retention while maximizing revenue and profits.

## How Tom has Helped Businesses Grow

- Generated an 83% increase in Marketing Qualified Leads (MQLs) for the newly acquired locations of a mid-size membership base company, translating into a 30% rise in memberships within 45 days. Additionally, optimization in lead conversion was identified, producing another 80-100 members monthly per location, amounting to an increase of \$200K in Monthly Recurring Revenue (MRR) across the enterprise.
- Engineered a digital and brand transformation strategy that doubled revenue to \$1.3B and increased EBITDA 5x for a leading RV company within three years. Key results included a 78% increase in same-store sales leads, a 35% improvement in lead conversion, a 67% rise in service leads, a 68% boost in used inventory leads, and a CLTV/CAC ratio improvement to 8:1.
- Generated an incremental \$45 million in revenue for a mid-size fitness company, led by more than doubling online memberships by 12% to 30% and a 22% increase in membership retention in two years.
- Achieved \$300M in additional revenue within 2.5 years for a retail/manufacturing company by driving a 50% increase in leads, a 22% boost in recurring revenue, and a 15% improvement in brand sentiment. A 92% participation rate among 224 independent franchisee owners was achieved by utilizing an in-house ad agency, creating brand consistency and record-breaking sales.
- Brought about a 30% sales increase for a mid-size furniture manufacturer by expanding B2B sales to retailers like Ashley's and Rooms to Go through tailored messaging, digital channels, and trade show events while implementing SOPs to improve margins and execution.
- Revitalized and repositioned a mid-size Southeast regional restaurant chain, resulting in 15% traffic growth, 20% revenue growth, and a 50% EBITDA increase within 18 months—the first comp traffic growth in seven years.
- Designed and executed B2B customer journey maps, integrating automated and manual marketing, sales, and service activities to optimize touchpoints, enhance conversions across channels, and increase customer lifetime value (CLTV) by 32% for a manufacturer specializing in high-quality fabrication.

## Expertise

### Industry Experience

- Retail
- e-commerce
- Consumer
- Consumer Services
- Food & Beverage
- Health & Wellness

### Specialties

- Digital Transformation
- Demand Generation
- Sales/Marketing Automation/MarTech
- AI
- Omni Channel Marketing
- Go-to-Market Strategy
- Market Penetration & Growth

## Education

- BSBA, Slippery Rock University of Pennsylvania

## Contact Information

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## Executive Experience

- CMO, Lazydays RV Holdings, Inc.
- CMO, Youfit Gyms
- CMO, Krystal
- CMO, Aaron's (Furniture, Electronics, Appliances, and Computers)
- Senior Director of Marketing, Arby's

## Clients Served

- Farmers Home Furniture
- Woodhaven Furniture Industries
- Retro Fitness
- Orangetheory
- The Brandit Agency
- MarketFuel (SaaS)
- Ratava (AI)
- IGT Media Holdings
- Advantage Lifts and Garage Equipment
- Warren Steal Specialties - Manufacturer specializing in high-quality fabrication.
- Innovative Awnings and Screens
- Hardes's
- Tim Hortons